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Professional Profile

Senior UX Designer with over 3 years of experience leading user-centered design initiatives for e-commerce platforms at the largest retail company in Central America. Expert in design system creation, user research, and Agile/Scrum methodologies. Passionate about improving user experience through data-driven decisions, interface optimization, and usability testing.

Education

DEVF	Ciudad de México, Distrito Federal
Master UX/UI	2021
Universidad Don Bosco	Soyapango, San Salvador
Bachelor Degree in Graphic Design	2017

Work Experience

Almacenes Siman S.A. de C.V.	San Salvador, San Salvador
Sr. UX/UI Designer	Aug 2022 - Actual

- Led the implementation of a new design system to unify the user experience across all digital platforms.
- Designed the entire interface of the GetBeautiful rewards app, optimizing navigation and conversion rates.
- Redesigned the homepage, PDP, checkout, and landing pages on the VTEX platform, increasing the conversion rate by 10%.
- Implemented analysis tools like Hotjar to understand user behavior and optimize the shopping experience, such as discovering that the search bar was the #1 clicked element, an insight that supported upgrading to a more modern search system.
- Worked in a multidisciplinary team using Scrum methodology, ensuring the efficient delivery of UX/UI projects.
- Evaluated the usability and effectiveness of the digital user experience on Siman's financial platform.
- Developed strategies to enhance accessibility and optimize the user experience in financial applications.

Publicidad Comercial Mullen Lowe	Antiguo Cuscatlán, La Libertad
Graphic Designer	Mar 2021 - Aug 2022

- Designed digital content, including web banners, social media posts, animations, and mood boards for premium brands in Latin America.
- Developed engaging visual assets aligned with brand identity and marketing strategies.
- Collaborated with creative teams to conceptualize and execute high-impact digital campaigns.

Key skills

- UX/UI design for e-commerce.
- Creation and implementation of design systems.
- User research and behavior analysis with Hotjar.
- Optimization of purchase flows and conversion rate improvements.
- Prototyping and wireframing with Figma.
- Interface development with HTML, CSS, and Vanilla JS.
- Working in Agile/Scrum environments.
- Graphic design for digital marketing.

Feature projects

E-commerce Platform Redesign on VTEX

- Designed a new experience for Siman's online store, creating a homepage and a standardized SEO-friendly landing page format, following WCAG 2.2 guidelines, optimizing usability, and increasing customer retention.

GetBeautiful App

- Created the digital experience for a rewards program, ensuring an intuitive and engaging interface.

Checkout Optimization

- Implemented improvements in the purchase flow, such as progress bar insertion, form simplification, and clear, precise alert messages, reducing cart abandonment by 5%.